**Timisola Ilesanmi**  
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**PROFESSIONAL SUMMARY**  
I am a creative and results-oriented Social media manager, Email Marketer, Content manager and UI/UX Writing Specialist with over 8 years of experience driving brand growth, digital engagement, and customer acquisition. Proven track record of delivering high-impact digital and offline campaigns, improving ROI, and crafting user-centric copy for web, mobile, and email. Adept at combining strategic thinking with hands-on execution across marketing, content, and administrative functions.

**PROFESSIONAL EXPERIENCE**

**Tharwa’s Shop – Brand Manager & Social Media Manager**  
*Jan 2019 – Present*

* Managed brand identity and creative direction for Jewellery & Lifestyle brand across all social channels.
* Provided high-volume client support (300+ clients) with consistent positive feedback.
* Secured and maintained celebrity partnerships & influencer endorsements to boost brand visibility.
* Planned, Curated and supervised the dispensation of marketing communication materials to new and existing clientele.

**MyCoverGenius – Social Media Copywriter/ Email Marketer**  
*Jan 2023 – Jun 2023*

* Managed comprehensive email marketing campaigns focused on customer acquisition and retention.
* Developed automated email workflows and drip campaigns to nurture Insurance business leads and customers.
* Coordinated email marketing with SEO and social media to amplify brand messaging.
* Built and maintained relationships with customers and PR agencies to expand email lists and enhance campaign outreach.

**PalmPay Nigeria – Digital Content Marketer**   
*Feb 2021 – Dec 2022*

* Led digital customer acquisition campaigns for Fintech company that boosted user growth and customer retention.
* Created copies in accordance with marketing aim, trends and engagement baits to drive customer interaction on social media platforms.
* Actively supply and edit graphics and video content for social media posts.
* Managed SEO optimization for Landing pages, Email Marketing, Website/App content, and media communications.
* Built and maintained strategic relationships with customers, press, and PR agencies to strengthen brand presence.

**SmellGood.ng – Digital Media Communications***Oct 2020 – Jan 2021*

* Created and implemented targeted Online and Offline marketing campaigns resulting in a 65% boost in sales.
* Produced niche-specific content for Luxury Perfume lovers that increased brand authority and consumer trust.
* Increased social engagement by 200% through strategic content creation and posting schedule.

**Dansol Nursery & Primary School – Online Instructor**  
*Jan 2019 – Sep 2020*

* Created interactive academic content and assessments for early learners aged 3 – 8 years+.
* Created and designed Academic Content for learners.
* Crafted email communication to parents and stakeholder in Academia for marketing and trust strengthening purposes.
* Increased enrolment through improved content engagement and learning outcomes.

**WFM 91.7 – Copywriter & Broadcaster**  
*Jan 2017 – Feb 2018*

* Produced and edited news and radio scripts for female-focused programming.
* Created voice over and advertisements scripts for voice ads on Radio.
* Voiced characters for on air shows and marketing materials.
* Edited and censored content, voice jobs and music in accordance with censors board regulations
* Increased audience engagement by **45%** through creative content formats.

**EDUCATION & CERTIFICATIONS**

* **B.A. English Language** – Obafemi Awolowo University
* Advanced Search Engine Optimization – eMarketing Institute (2020)
* Professional Course in Content Marketing – eMarketing Institute (2019)
* UI/UX Writing Specialization – Udemy (2023)
* Microsoft Office Specialist (MOS)

**CORE SKILLS**

* UI/UX Writing & Microcopy
* Email Marketing & Campaign Strategy
* SEO & Content Optimization
* Social Media Management (Meta, LinkedIn, Twitter, TikTok)
* Brand Communications & PR
* Copywriting for Web, Mobile & Email
* Data-Driven Content Strategy
* Customer Engagement & Retention